

IN THE CLAIMS

Please amend the claims as follows:

1 1. (currently amended) [[A]] In an electronic device including a media player, a method
2 for presenting ads with user selected media files, said method comprising:
3 receiving at least one ad file;
4 storing said at least one ad file in said electronic device;
5 receiving input indicative of a user's selection of at least one media file;
6 receiving ~~a copy of~~ said media file separately from said ad file;
7 storing said media file in said electronic device; and
8 presenting said stored media file content and said stored ad file content to said user by
9 sequencing said stored media file content and said stored ad file content in said
10 media player.

1 2. (original) A method according to Claim 1, further comprising:
2 receiving another ad file; and
3 re-presenting said media file content to said user with said another ad file content.

1 3. (original) A method according to Claim 1, wherein:
2 said step of receiving at least one ad file includes receiving a plurality of ad files; and
3 said step of presenting said ad to said user includes selecting said ad file from said
4 plurality of ad files.

1 4. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on said media file content.

1 5. (original) A method according to Claim 3, further comprising:
2 receiving demographic information from said user; and
3 wherein said ad file is selected at least in part based on said user demographic
4 information.

1 6. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a marketing preference.

1 7. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a geographic location.

1 8. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a time of day.

1 9. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a position of presentation of ad file content with respect to said media file
3 content.

1 10. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a position of presentation of said ad file content with respect to other ad file
3 content.

1 11. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a number of said media files to be presented.

1 12. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on other ad files being presented with said media file content.

1 13. (original) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a format of said media file content.

1 14. (original) A method according to Claim 1, wherein said step of presenting said ad
2 file content to said user includes ensuring that said ad file content is presented in its entirety.

1 15. (original) A method according to Claim 14, wherein ensuring that said ad file
2 content is presented in its entirety includes disabling media player playback controls.

1 16. (original) A method according to Claim 14, wherein ensuring that said ad file
2 content is presented in its entirety includes maintaining a volume setting above a predetermined
3 threshold level.

1 17. (original) A method according to Claim 1, further comprising making a record of ad
2 files that have been presented to said user.

1 18. (original) A method according to Claim 17, further comprising transmitting said ad
2 file presentation records to a provider of said ad files.

1 19. (original) A method according to Claim 17, further comprising selecting subsequent
2 ad files based at least in part on said ad file presentation records.

1 20. (original) A method according to Claim 1, wherein:
2 said step of receiving at least one ad file includes receiving a plurality of ad files;
3 said step of receiving input indicative of a user's selection of at least one media file
4 includes receiving a list of media files; and
5 said step of receiving a copy of said media file includes receiving a copy of each
6 media file in said list of media files.

1 21. (original) A method according to Claim 20, wherein said step of presenting said
2 media file content with said ad file content includes:
3 arranging said ad files into ad blocks;
4 presenting the content of said media files included in said list; and
5 interrupting the presentation of said media file content with the presentation of the
6 content of said ad blocks at predetermined points.

1 22. (original) A method according to Claim 21, further comprising:
2 altering the order of presentation of the content of said media files responsive to input
3 from said user; and
4 altering said predetermined points for presenting said ad block content based on the
5 altered order of presentation of the content of said media files.

1 23. (original) A method according to Claim 21, further comprising:
2 receiving input indicative of said user's desire to re-present the media files included
3 in said list;
4 generating new ad blocks; and
5 presenting said media file content with the content of said new ad blocks.

1 24. (original) A method according to Claim 21, further comprising:
2 altering the order of presentation of the content of said media files responsive to input
3 from said user; and
4 altering said ad block content based on the altered order of presentation of the content
5 of said media files.

1 25. (original) A method according to Claim 1, wherein said step of presenting said
2 media file content and said ad file content includes:
3 associating an ad requirement with said media file; and
4 presenting sufficient ad file content to satisfy said ad requirement.

1 26. (original) A method according to Claim 25, wherein said ad requirement depends at
2 least in part on the length of said associated media file content.

1 27. (original) A method according to Claim 25, wherein said ad requirement is
2 predetermined for said associated media file.

1 28. (original) A method according to Claim 25, wherein a value indicative of said ad
2 requirement is included in said associated media file.

1 29. (original) A method according to Claim 25, wherein an ad requirement associated
2 with a particular media file is set to indicate that no ad content is required after said particular
3 media file content has been presented with ad file content a predetermined number of times.

1 30. (original) A method according to Claim 25, wherein said ad requirement depends at
2 least in part on a service level associated with said user.

1 31. (original) A method according to Claim 1, wherein:
2 said media file content is presented in a first format; and
3 said ad file content is presented in a second format different from said first format.

1 32. (original) A method according to Claim 31, wherein:
2 said first format is print; and
3 said second format is audio.

1 33. (original) A method according to Claim 32, wherein presenting said media file
2 content and said ad file content includes presenting subsequent pages of said media file content,
3 responsive to user input, while said ad file content is being presented.

1 34. (original) A method according to Claim 1, wherein said media file content and said
2 ad file content are both presented in the same format.

1 35. (original) A method according to Claim 34, wherein said media file content and said
2 ad file content are both presented in audio format.

1 36. (original) A method according to Claim 34, wherein said media file content and said
2 ad file content are both presented in video format.

1 37. (original) A method according to Claim 34, wherein said media file content and said
2 ad file content are both presented in print format.

1 38. (original) A method according to Claim 1, wherein said media file comprises a real
2 time broadcast.

1 39. (original) A method according to Claim 1, wherein said ad file includes user
2 interactive content.

1 40. (original) A method according to Claim 1, further comprising:
2 receiving a media file from said user;
3 associating an ad requirement with said media file; and
4 providing said media file to another user;
5 whereby the content of said media file can be presented to said other user with ad file
6 content.

1 41. (original) A method according to Claim 1, wherein said media file is received from
2 the provider of said ad file.

1 42. (original) A method according to Claim 1, wherein at least a portion of said media
2 file is received via a peer-to-peer transfer.

1 43. (currently amended) A method according to Claim 42, ~~further comprising providing~~
2 ~~feedback to said user to create the impression that said media file is being received from the~~
3 ~~provider of said ad file~~ wherein said peer-to-peer transfer is transparent to said user.

1 44. (original) A method according to Claim 1, further comprising receiving updated ad
2 files for use with subsequent presentation of media files.

1 45. (original) A method according to Claim 1, further comprising receiving media file
2 identifiers associated with media files that should no longer be presented.

1 46. (original) A method according to Claim 1, further comprising receiving media file
2 identifiers associated with media files that are not be transferred.

1 47. (original) A method according to Claim 1, further comprising receiving media file
2 identifiers associated with media files that are to be removed from said user's system.

1 48. (original) A method according to Claim 1, further comprising receiving a new media
2 file identifier associated with a new media file that should be substituted for an existing media
3 file.

1 49. (original) A method according to Claim 1, further comprising associating an
2 identifier with each media file, said identifier being uniquely indicative of a work of authorship
3 contained in said media file.

1 50. (currently amended) A method according to Claim 1, wherein said step of receiving
2 a copy of said media file includes receiving a copy of said media file in ~~an encrypted~~ a controlled
3 access format.

1 51. (original) A method according to Claim 50, wherein said step of presenting said
2 media file content to said user includes:
3 decrypting said media file; and
4 providing said decrypted media file to a media player.

1 52. (original) A method according to Claim 51, further comprising restricting access to
2 said decrypted media file.

1 53. (currently amended) A method according to Claim 50, wherein said step of
2 receiving said ad file includes receiving a copy of said ad file in ~~an encrypted~~ a controlled access
3 format.

1 54. (original) A method according to Claim 1, wherein:

2 said step of receiving said at least one ad file includes receiving a plurality of ad files;

3 and

4 said step of presenting said media file content and said ad file content includes

5 dividing said media file into a plurality of segments, and presenting ad file content

6 between said segments.

1 55. (original) A method according to Claim 1, further comprising presenting a graphical
2 user interface representing a media player to said user, said interface including:

3 a first tab indicative of a first media type; and

4 a second tab indicative of a second media type; and whereby

5 user selection of said first tab results in the presentation of an active window for the

6 presentation of a media file of said first type, while a media file of said second

7 type is presented in background.

1 56. (original) A method according to Claim 55, wherein:

2 said first media type is print; and

3 said second media type is audio.

1 57. (currently amended) A method according to Claim 55, wherein said first media type
2 and said second media ~~type~~ type are the same media type.

1 58. (original) A method according to Claim 1, further comprising making a record of
2 media files that have been presented to said user.

1 59. (original) A method according to Claim 58, further comprising transmitting said
2 media file presentation records to a provider of said ad files.

1 60. (original) A method according to Claim 58, further comprising selecting subsequent
2 ad files based at least in part on said media file presentation records.

1 61. (original) A method according to Claim 1, further comprising:
2 requiring that said ad file content be presented in order to present said media file
3 content; and
4 relaxing the requirement for presenting said ad file for the remainder of a single
5 media presentation session after said ad file has been presented.

1 62. (currently amended) An electronically-readable medium having code embodied
2 therein for causing an electronic device ~~to perform the steps of Claim 1~~ to:
3 receive at least one ad file;
4 store said at least one ad file in said electronic device;
5 receive input indicative of a user's selection of at least one media file;
6 receive said media file separately from said ad file;
7 store said media file in said electronic device; and
8 present said stored media file content and said stored ad file content to said user by
9 sequencing said stored media file content and said stored ad file content in said
10 media player.

1 63. (currently amended) An electronically-readable medium according to Claim 62 and
2 further having code embodied therein for causing ~~[[an]]~~ said electronic device ~~to perform the~~
3 ~~steps of Claim 2~~ to:
4 receive another ad file; and
5 re-present said media file content to said user with said another ad file content.

1 64. (currently amended) An electronically-readable medium according to Claim 62,
2 wherein: ~~having code embodied therein for causing an electronic device to perform the steps of~~
3 ~~Claim 3~~
4 said step of receiving at least one ad file includes receiving a plurality of ad files; and
5 said step of presenting said ad to said user includes selecting said ad file from said
6 plurality of ad files.

1 65. (currently amended) An electronically-readable medium according to Claim 64,
2 wherein said ad file is selected based at least in part on said media file content ~~having code~~
3 ~~embodied therein for causing an electronic device to perform the steps of Claim 4.~~

1 66. (currently amended) An electronically-readable medium according to Claim 64 and
2 further having code embodied therein for causing ~~[[an]]~~ said electronic device ~~to perform the~~
3 ~~steps of Claim 5 to:~~

4 receive demographic information from said user; and

5 wherein said ad file is selected at least in part based on said user demographic
6 information.

1 67. (currently amended) An electronically-readable medium according to Claim 62,
2 wherein said step of presenting said ad file content to said user includes ensuring that said ad file
3 content is presented in its entirety ~~having code embodied therein for causing an electronic device~~
4 ~~to perform the steps of Claim 14.~~

1 68. (currently amended) An electronically-readable medium according to Claim 67,
2 wherein ensuring that said ad file content is presented in its entirety includes disabling media
3 player playback controls ~~having code embodied therein for causing an electronic device to~~
4 ~~perform the steps of Claim 15.~~

1 69. (currently amended) An electronically-readable medium according to Claim 67,
2 wherein ensuring that said ad file content is presented in its entirety includes maintaining a
3 volume setting above a predetermined threshold level ~~having code embodied therein for causing~~
4 ~~an electronic device to perform the steps of Claim 16.~~

1 70. (currently amended) An electronically-readable medium according to Claim 62 and
2 further having code embodied therein for causing an electronic device to make a record of ad
3 files that have been presented to said user ~~perform the steps of Claim 17.~~

1 71. (currently amended) An electronically-readable medium according to Claim 62,
2 wherein: having code embodied therein for causing an electronic device to perform the steps of
3 Claim 21

4 said step of receiving at least one ad file includes receiving a plurality of ad files;

5 said step of receiving input indicative of a user's selection of at least one media file

6 includes receiving a list of media files;

7 said step of receiving said media file includes receiving each media file in said list of

8 media files; and

9 said step of presenting said media file content with said ad file content includes

10 arranging said ad files into ad blocks, presenting the content of said media files

11 included in said list, and interrupting the presentation of said media file content

12 with the presentation of the content of said ad blocks at predetermined points.

1 72. (currently amended) An electronically-readable medium according to Claim 71 and
2 further having code embodied therein for causing an electronic device to perform the steps of
3 Claim 22 to:

4 alter the order of presentation of the content of said media files responsive to input

5 from said user; and

6 alter said predetermined points for presenting said ad block content based on the

7 altered order of presentation of the content of said media files.

1 73. (currently amended) An electronically-readable medium according to Claim 71 and
2 further having code embodied therein for causing an electronic device to perform the steps of
3 Claim 23 to:

4 receive input indicative of said user's desire to re-present the media files included in

5 said list;

6 generate new ad blocks; and

7 present said media file content with the content of said new ad blocks.

1 74. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 25~~ according to Claim 62,
3 wherein said step of presenting said media file content and said ad file content includes:
4 associating an ad requirement with said media file; and
5 presenting sufficient ad file content to satisfy said ad requirement.

1 75. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 31~~ according to Claim 62,
3 wherein:
4 said media file content is presented in a first format; and
5 said ad file content is presented in a second format different from said first format.

1 76. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 34~~ according to Claim 62,
3 wherein said media file content and said ad file content are both presented in the same format.

1 77. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 38~~ according to Claim 62,
3 wherein said media file comprises a real time broadcast.

1 78. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 50~~ according to Claim 62,
3 wherein said step of receiving said media file includes receiving said media file in a controlled
4 access format.

1 79. (currently amended) An electronically-readable medium ~~having code embodied~~
2 ~~therein for causing an electronic device to perform the steps of Claim 54~~ according to Claim 62,
3 wherein:

4 said step of receiving said at least one ad file includes receiving a plurality of ad files;
5 and
6 said step of presenting said media file content and said ad file content includes
7 dividing said media file into a plurality of segments, and presenting ad file content
8 between said segments.

1 80. (currently amended) An electronically-readable medium according to Claim 62 and
2 further having code embodied therein for causing an electronic device to ~~perform the steps of~~
3 ~~Claim 55~~ present a graphical user interface representing a media player to said user, said
4 interface including:

5 a first tab indicative of a first media type; and
6 a second tab indicative of a second media type; and whereby
7 user selection of said first tab results in the presentation of an active window for the
8 presentation of a media file of said first type, while a media file of said second
9 type is presented in background.

1 81. (currently amended) A system for presenting ads with user selected media files, said
2 system comprising:

3 a communication interface operative to receive media files from one or more remote
4 sources;

5 a user interface operative to receive input indicative of a user's selection of media
6 files to be presented;

7 an ad manager operative to receive ad files from ~~an ad file source~~ one or more remote
8 ad file sources;

9 memory for storing said media files and said ad files;

10 an intersplicer operative to provide control signals indicative of a presentation
11 sequence for said ad files and said media files; and

12 a media player responsive to said control signals and operative to present the content
13 of said media files and the content of said ad files to said user, said user interface,
14 said ad manager, and said intersplicer being disposed locally with respect to said
15 media player.

1 82. (original) A system according to Claim 81, further comprising an ad rotator
2 operative to replace said ad files with new ad files after said ad files have been presented.

1 83. (original) A system according to Claim 81, wherein said ad manager is operative to
2 select ad files for presentation from a database of ad files.

1 84. (original) A system according to Claim 83, wherein said ad manager is operative to
2 select said ad files based on said content of said selected media files.

1 85. (original) A system according to Claim 83, wherein said ad manager is operative to
2 select said ad files based on user provided demographic information.

1 86. (original) A system according to Claim 81, wherein said intersplicer is operative to
2 ensure that said ad files are presented in their entirety.

1 87. (original) A system according to Claim 86, wherein said intersplicer is operative to
2 provide control signals to disable playback controls of said media player during the presentation
3 of said ad file content.

1 88. (original) A system according to Claim 86, wherein said intersplicer is operative to
2 provide control signals to set a minimum volume level of said media player during the
3 presentation of said ad file content.

1 89. (original) A system according to Claim 81, wherein said intersplicer is further
2 operative to make records of ad files that have been presented to said user.

1 90. (original) A system according to Claim 81, wherein said intersplicer is further
2 operative to make records of media files that have been presented to said user.

1 91. (original) A system according to Claim 81, wherein:
2 said input indicative of a user's selection of media files to be presented comprises a
3 list of media files;
4 said ad manager is operative to arrange said ad files into ad blocks; and
5 said media player responsive to control signals from said intersplicer is operative to
6 present the content of said media files included in said list, and to interrupt the
7 presentation of said media file content with the presentation of the content of said
8 ad blocks at predetermined points.

1 92. (original) A system according to Claim 91, wherein:
2 said media player responsive to input from said user is operative to alter the order of
3 presentation of said media file content; and
4 said intersplicer responsive to the altered order of presentation of said media file
5 content alters said predetermined points for presenting said ad block content.

1 93. (original) A system according to Claim 91, wherein said ad manager is operative to
2 provide new ad blocks for presentation with repeat presentation of said list of media files.

1 94. (original) A system according to Claim 91, wherein:

2 said media player responsive to input from said user is operative to alter the order of
3 presentation of said media file content; and
4 said ad manager responsive to the altered order of presentation of said media file
5 content alters the content of said ad blocks.

1 95. (original) A system according to Claim 81, wherein said ad manager is further
2 operative to associate an ad requirement value with each media file.

1 96. (original) A system according to Claim 81, wherein said media player responsive to
2 control signals from said intersplicer is operative to present said ad files in a first format and said
3 media files in a second format different from said first format.

1 97. (original) A system according to Claim 81, wherein said media player responsive to
2 control signals from said intersplicer is operative to present said ad files and said media files in
3 the same format.

1 98. (original) A system according to Claim 81, wherein said media files comprise a real
2 time broadcast.

1 99. (original) A system according to Claim 81, wherein:

2 at least one of said media files is divided into a plurality of segments; and
3 said media player is operative to present said ad files between said segments of said
4 media file.

1 100. (original) A system according to Claim 81, wherein said user interface is further
2 operative to present a graphical user interface representing said media player to said user, said
3 graphical user interface including:
4 a representation of a first tab indicative of a first media type; and
5 a representation of a second tab indicative of a second media type; and whereby
6 user selection of said first tab causes said media player to present a media file of said
7 first type in an active display window, and to present a media file of said second
8 type in background.

1 101. (currently amended) A system according to Claim 81, further comprising a media
2 file ~~decryptor~~ controlled access routine operative to receive and ~~decrypt~~ access said user selected
3 media files.

1 102. (currently amended) A system for presenting ads with user selected media files,
2 said system comprising:
3 a communication interface operative to receive presentation media from at least one
4 remote media source and to separately receive ads from at least one remote ad
5 source;
6 memory for separately storing said presentation media and said ads;
7 a user interface operative to receive input indicative of a user's selection of media
8 files to be presented;
9 a media player operative to present said presentation media and said ads;
10 means for sequencing said presentation media and said ads for presentation by said
11 media player, said means for sequencing being co-located with said media player
12 ~~presenting the content of said media files to said user with commercial~~
13 ~~advertisements embedded therein.~~

1 103. (original) A system according to Claim 102, further comprising means for
2 preventing the presentation of the content of said media files to said user without said
3 commercial advertisements.

1 104. (original) A method of doing business, said method comprising:

2 providing media files containing copyrighted works;

3 providing ad files;

4 providing a media player operative to combine and present the content of said media
5 files with the content of said ad files; and

6 providing a free license to consumers to present said media files and said ad files with
7 said media player.

1 105. (original) A method according to Claim 104, further comprising authorizing said
2 consumers to reproduce and transfer said media files free of charge.

1 106. (original) A method according to Claim 104, further comprising:

2 monitoring the presentation of said ad files to said consumers; and

3 conferring a benefit on particular ones of said consumers based at least in part on the
4 presentation of said ad files to said particular consumers.

1 107. (currently amended) An electronically-readable medium having stored thereon a
2 data structure comprising:

3 a first field containing data identifying a media file; and

4 a second field containing data indicative of an ad requirement associated with said
5 media file; and

6 further including code for causing an electronic device to present said media file to a
7 user.

1 108. (original) An electronically-readable medium according to Claim 107, wherein said
2 data structure further comprises a third field containing data representing an ad file to be
3 displayed with said media file.

1 109. (new) A method according to Claim 3, wherein said ad file is selected based at
2 least in part on a characteristic of said user.

1 110. (new) A system according to Claim 83, wherein said ad manager is operative to
2 select said ad files based at least in part on a characteristic of said user.

1 111. (new) A system according to Claim 17, further comprising transmitting said ad file
2 presentation records to a provider of said media file.

1 112. (new) A method according to Claim 1, wherein said media file includes user
2 interactive content.

1 113. (new) A method according to Claim 1, wherein at least a portion of said ad file is
2 received via a peer-to-peer transfer.

1 114. (new) A method according to Claim 58, further comprising transmitting said media
2 file presentation records to a provider of said media files.

1 115. (new) An electronically-readable medium according to Claim 80, wherein said first
2 media type and said second media type are a same media type.

1 116. (new) A system according to Claim 100, wherein said first media type and said
2 second media type are a same media type.

1 117. (new) A method according to Claim 53, wherein said step of presenting said ad file
2 content to said user includes:

3 decrypting said ad file; and
4 providing said decrypted ad file to a media player.

1 118. (new) A method according to Claim 117, further comprising restricting access to
2 said decrypted ad file.

1 119. (new) A method according to Claim 50, wherein said step of receiving said media
2 file includes:

3 releasing said media file from a secured form using an access key; and
4 resecuring said media file using a new access key.

1 120. (new) A system according to Claim 101, wherein said media file controlled access
2 routine is operative to:

3 release said selected media file from a secured form using an access key; and
4 resecure said selected media file using a new access key.

1 121. (new) A method according to Claim 53, wherein said step of receiving said ad file
2 includes:

3 releasing said ad file from a secured form using an access key; and
4 resecuring said ad file using a new access key.

1 122. (new) A system according to Claim 81, wherein said ad manager is operative to:

2 release said ad files from a secured form using an access key; and
3 resecure said ad files using a new access key.